



December 4, 2018

AGENDA

INTRODUCTION

CONFLUENCE

MASTER PLAN

CREW STADIUM

COMMUNITY

INTRODUCTION



Pete Edwards Jr.



Dee Haslam



Jimmy Haslam

“We are excited to jointly announce that the Columbus Partnership, a local investor group led by Pete Edwards, Jr. and Dee and Jimmy Haslam have formed an alliance to continue the collaboration with MLS to keep the Crew in Columbus.

We are optimistic about our recent conversations with Major League Soccer regarding the potential sale of the operating rights of the Columbus Crew.

While there are many details to be worked out, our alliance is working diligently and collaboratively with the League to keep the Crew in its community. We are very excited about the quiet but deliberate progress that has been made to date and will keep the community updated as this process moves forward.”

OWNERSHIP MISSION

CONSISTENTLY WIN
TAKE GREAT CARE OF OUR FANS
GIVE BACK TO THE COMMUNITY

CONFLUENCE



con·flu·ence

noun

The junction of two rivers, especially rivers of approximately equal width.
An act or process of merging.

***More often used to describe the coming together of
factors, ideas, or cultures in a diverse city.***

A photograph of a river flowing through a dense forest. The water is calm, reflecting the surrounding trees and foliage. The scene is bathed in a warm, golden light, suggesting either sunrise or sunset. The text "Rivers coming together" is overlaid in a large, bold, black font.

Rivers coming together



**Soccer bringing
the world together**

The Crew bringing Columbus together

MASTER PLAN



DEVELOPMENT TEAM

The logo for MKSK, featuring the letters 'MKSK' in a bold, black, sans-serif font.

Site Master Planner

Key Projects – Arena District Master Plan, Huntington Park, Burnham Square, Grandview Yard, Scioto Greenways

The logo for HNTB, featuring the letters 'HNTB' in a bold, dark blue, sans-serif font. The 'H' has a small red square on its left side.

Stadium Design Architect

Key Projects – Sacramento Republic FC Stadium, Levi's Stadium, Las Vegas Stadium, Camping World Stadium (Orlando), Ohio Stadium

The logo for Turner, featuring the word 'Turner' in a bold, dark blue, sans-serif font.

Stadium Pre-Construction Advisor (Cost + Schedule)

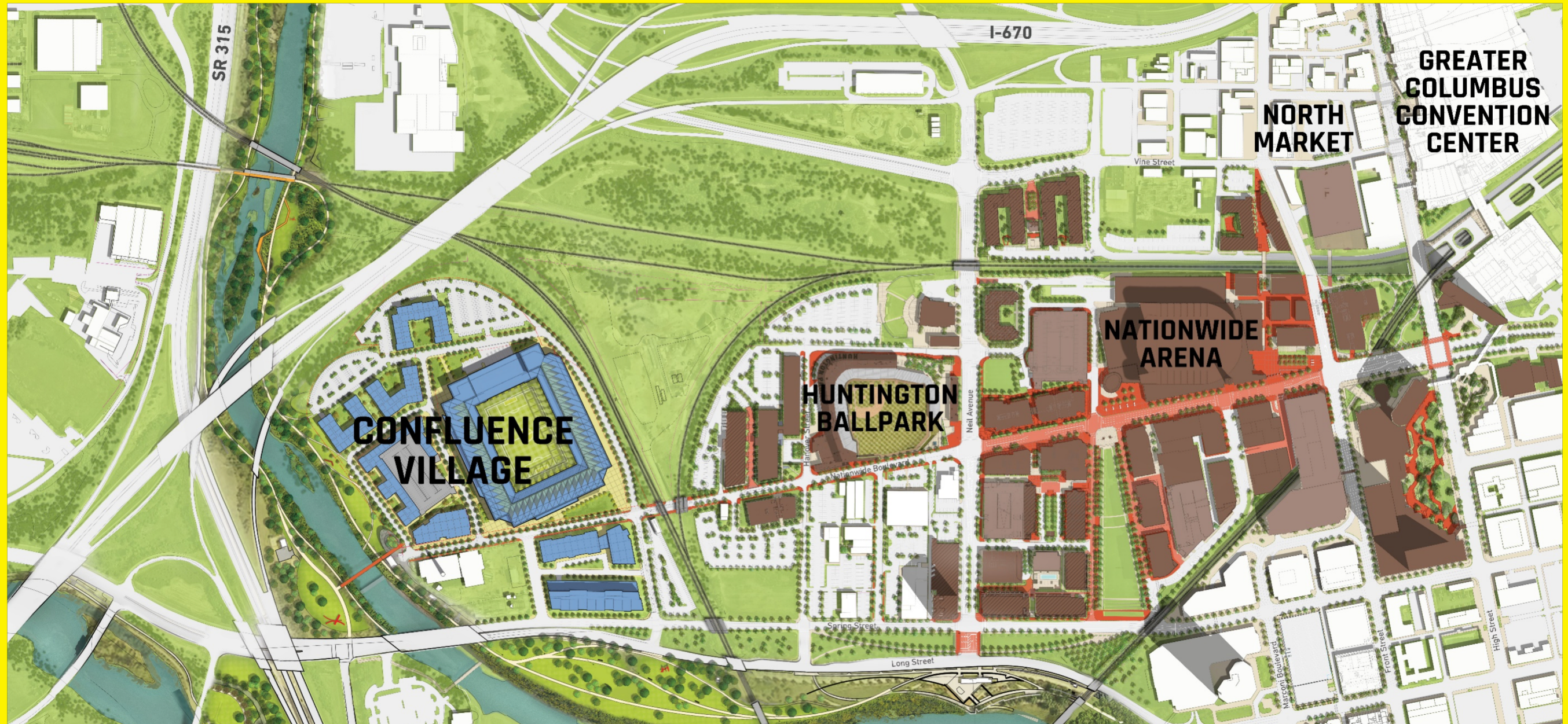
Key Projects – Nationwide Arena, Huntington Park, Audi Field, FC Cincinnati, Children's Mercy Park, Sacramento Republic FC Stadium



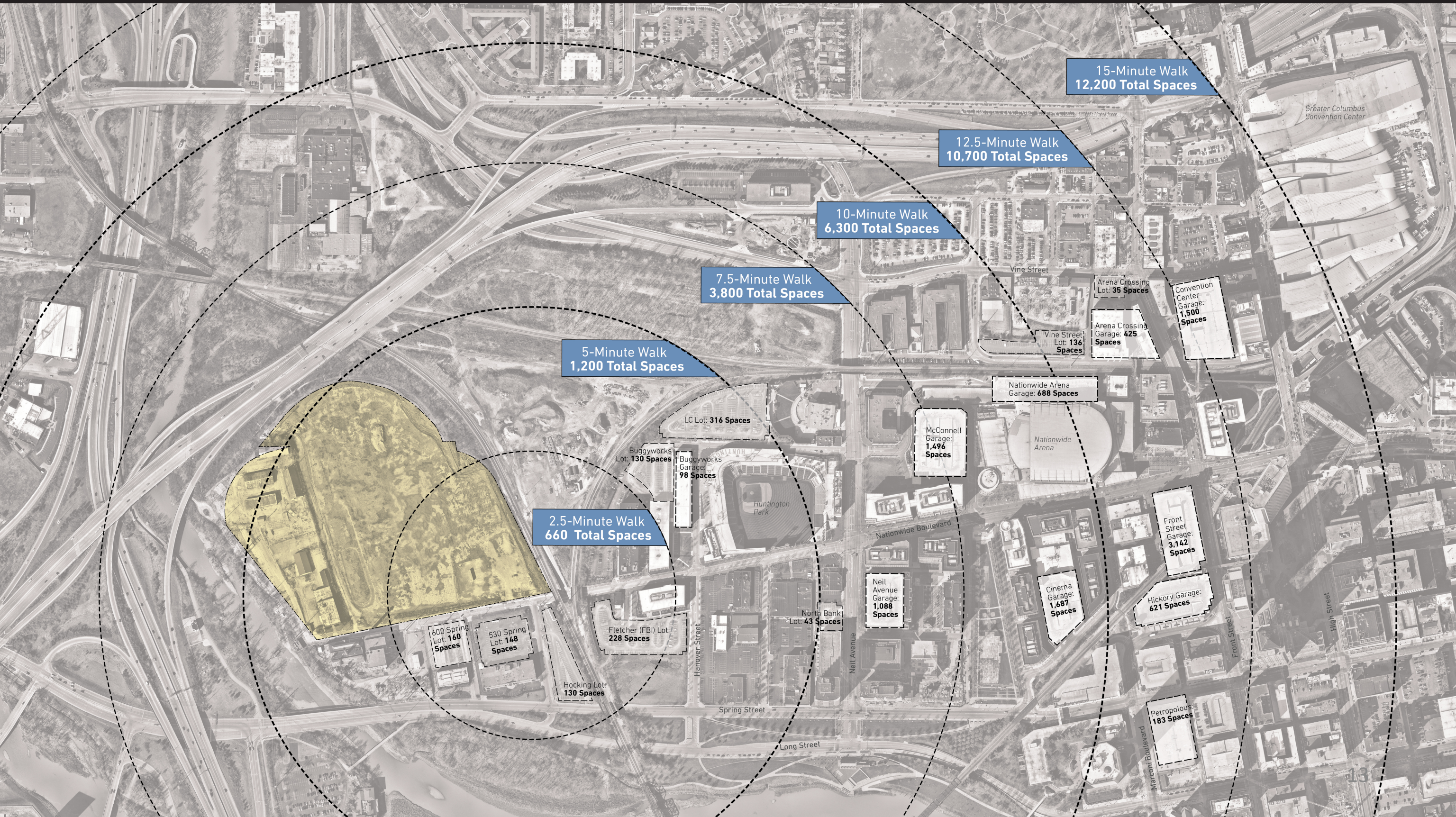
Market Analysis

Key Projects – Banc of California Stadium, Audi Field, Allianz Field, Sacramento Republic FC Stadium, Orlando City Stadium

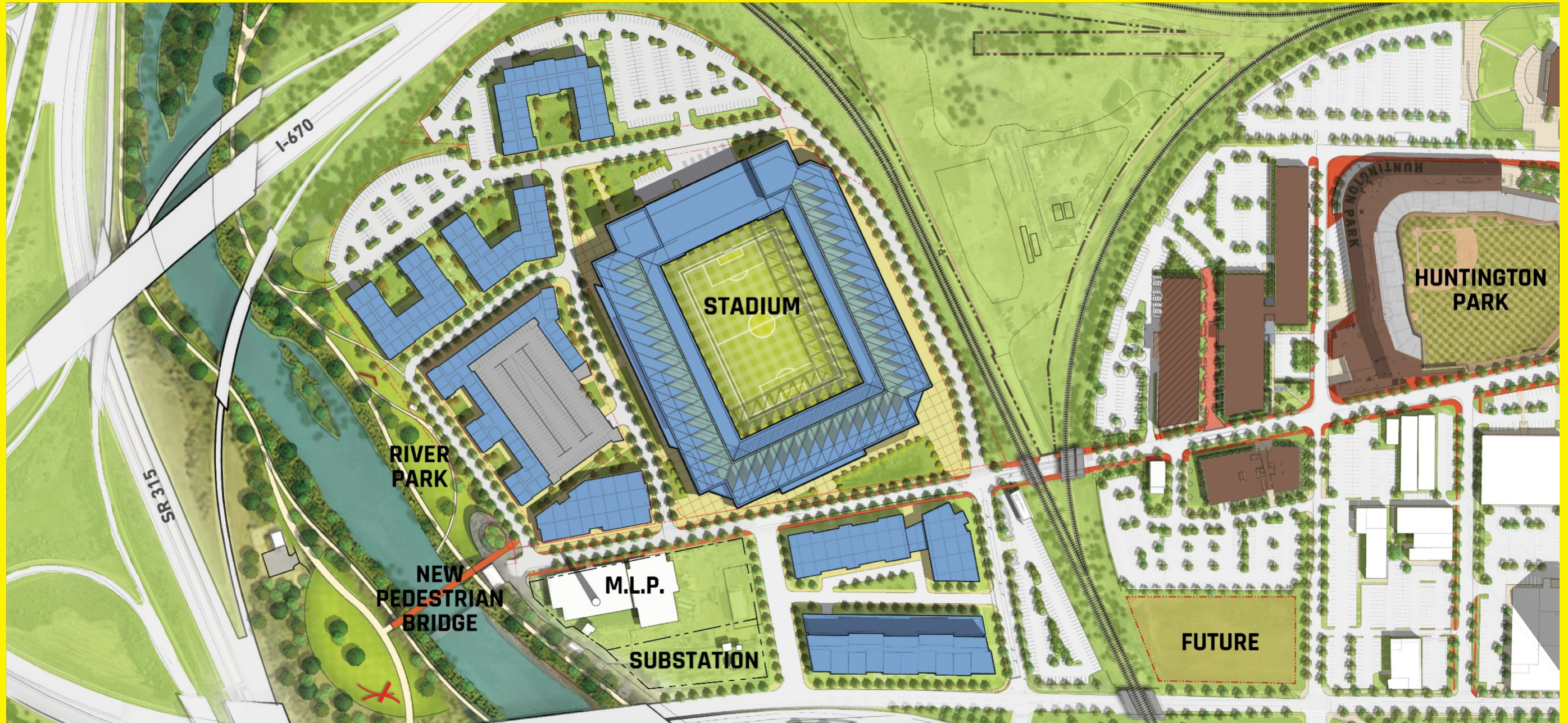
LOCATION MAP



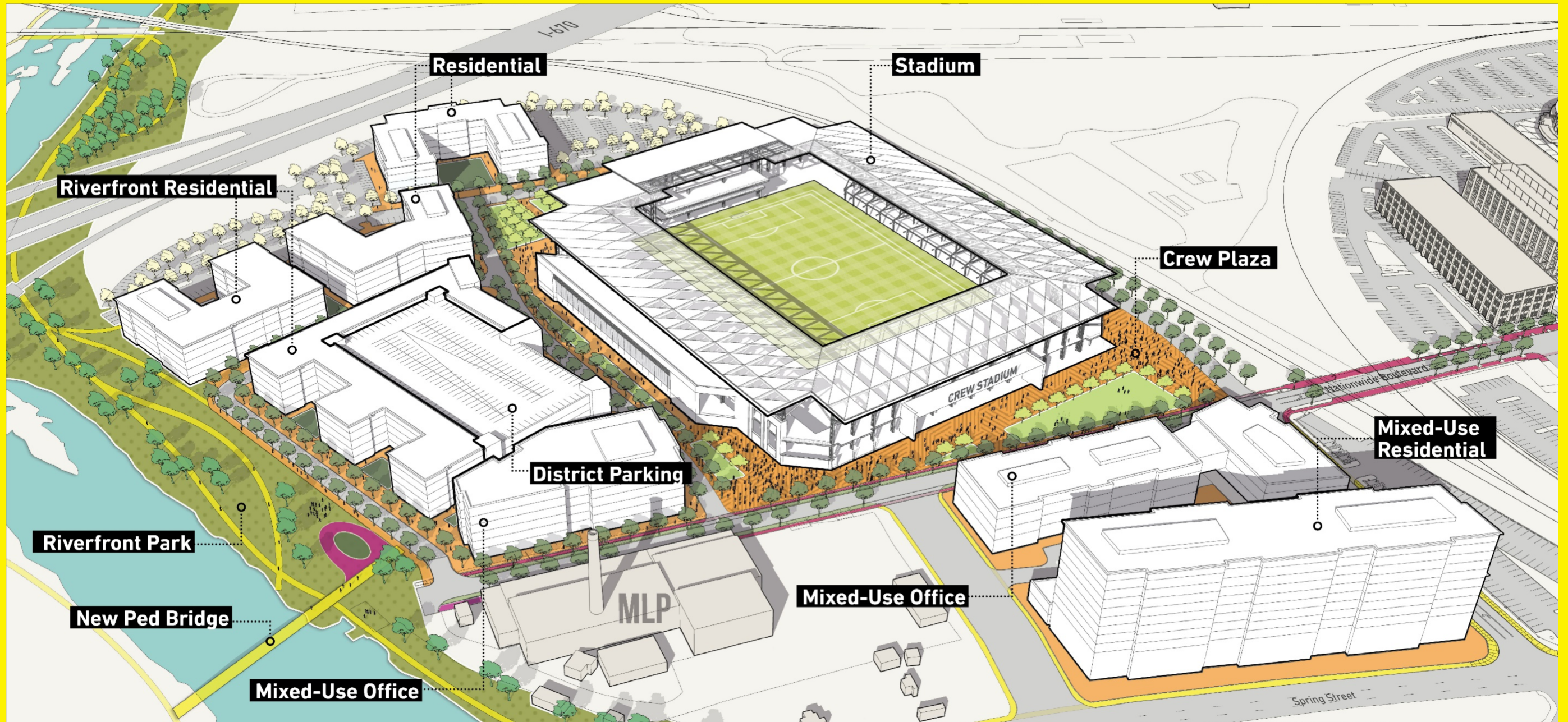
PARKING



SITE MAP



SITE MAP



CONFLUENCE VILLAGE PROGRAM



Total Site: 33 Acres

- Stadium: 13 Acres
- Private Development: 15 Acres
- Public Infrastructure including Riverfront Park: 5 Acres

430,000 square foot Stadium

270,000 square feet of Private Commercial and Office Space; with 1,300+ Employees

885 Residential Units; with 1,300+ Residents

2,100 Parking Spaces; In-Building, Structured, and Surface Parking Spaces

CREW STADIUM



CREW STADIUM PROGRAM



2+ Acres of Fan Plaza and Park

- Connects Confluence Village with the Arena District
- Community amenity with ability to host Festivals, Concerts and Community Events

430,000 Square Foot Stadium

- Multi-level venue with the infrastructure and flexibility to support Crew, FIFA and US National Team matches, as well as major non-soccer events and concerts
- 360-degree open main concourse with views to the pitch and easy access to fan amenities
- Steep bowl rake providing all seating within close proximity to the pitch
- Continuous wrap-around roof that provides an authentic and intimate soccer experience and protection for fans

20,000 Seat Capacity

- 17,000+ General Seats including 3,200 Supporters Seats
- 1,900 Club Seats at Centerline and Field Level with hospitality spaces
- 30 Suites and 30 Loge Boxes located along Sideline
- Variety of unique fan experiences, including pitch access and proximity to player and team areas
- Nordecke Supporters Section with dedicated entry and concourse, safe standing seating and fan patio decks













CONFLUENCE VILLAGE // COLUMBUS CREW

THE CREW BRINGING COLUMBUS TOGETHER

30 YEAR CONSOLIDATED GROSS IMPACTS



COMMUNITY SPORTS FACILITY

- \$30 million facility
- Expanded & improved community access to pitches, basketball courts and other recreational benefits



STADIUM

- \$230 million stadium
- 20,000 seats
- 30+ events annually



TEAM

- \$150 million expansion fee
- International exposure
- “Major League City”



ANCILLARY DEVELOPMENT

- \$330 million development
- 1,500 employees & 1,200 residents
- Community park & plaza hosting weekly events



PHILANTHROPY

- \$50 million community investment
- Youth facilities & education
- Charitable contributions
- Fundraising



\$790 MILLION INVESTMENT

Providing transformational benefits to the Arena District and City of Columbus, and for soccer fans throughout Central Ohio

COMMUNITY



COMMUNITY SPORTS PARK



Features and Facilities of the Community Sports Park

Indoor Community Facilities

- Programming Spaces
- Eight Indoor Basketball Courts
- Indoor Turf Field

Outdoor Community Facilities

- Seven Community Tournament-Level Outdoor Athletic Fields
- Two MLS-Level Practice Fields (for use by the Crew)
- Additional Green Space

COMMUNITY SPORTS PARK BENEFITS



Community Benefits

Repurposing Mapfre Stadium into a Community Sports Park directly benefits the surrounding neighborhoods, the City and the region.

Neighborhoods

The Community Sports Park will provide much-needed park access to the 199,228 residents who live within three miles of this location. Facilities, fields and green spaces will be easily accessible to neighborhoods such as Milo Grogan, Weiland Park, Linden, North Columbus, Glen Echo, Indianola Trace, campus and more.

The City

The Community Sports Park will benefit residents of the City of Columbus by serving as a facility for both youth and adult sports and provide more spaces for city-wide programming.

The Region

The Community Sports Park will serve as a regional destination for much sought-after tournaments and events. The Community Sports Park will be another facility resource helping to grow Columbus as a destination for tournaments and events.

In addition, the Community Sports Park will be the home of Crew SC's practice facility only strengthening the connection between the club and the City.

This may also allow for future partnerships between the Crew SC and the Columbus Recreation and Parks Department for programs that directly benefit our youth.

CREW COMMUNITY IMPACT

Programming	Estimated Annual Impact	Cumulative (30yr)
Youth & Recreation Facilities Investment	\$375,000	\$15,213,030
Education-based Programming	\$150,000	\$6,085,212
Charitable Contributions & Volunteer Opportunities	\$174,000	\$7,058,846
Camps/Clinics and/or Youth Development	\$50,000	\$2,028,404
Equipment/Gear donations	\$25,000	\$1,014,202
Complimentary Tickets	\$60,000	\$3,360,989
Food Service Fundraising	\$300,000	\$12,170,424
Stadium Park/Open Space	\$150,000	\$6,085,212
TOTALS	\$1,284,000	\$53,016,318